Promotion of Tourism

55. DR. T. SUBBARAMI REDDY: Will the Minister of TOURISM be pleased to state:

(a) whether Government have taken up major brand building exercise to promote tourism globally that would in turn generate nearly 10 million jobs and support tiny industry;

(b) if so, whether Government have set up an inter-Ministerial group on 1st June, comprising various Ministries to help the tourism industry to develop in a bid to provide additional push to the existing tourism project; and

(c) if so, to what extent this group has been helpful in improving the tourists industry and to improve various facilities in the country?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) Yes, Sir. The Travel and Tourism sector creates more jobs per million rupees of investment than any other sector of the economy and is capable of providing employment to a wide spectrum of job seekers from the unskilled to the specialized even in the remoter parts of the country. For the first time an integrated brandbuilding campaign with the byline "Incredible India" was launched. The uniqueness of this campaign was that an integrated approach involving electronic, print, web and conventional methods was adopted.

(b) No, Sir.

(c) Does not arise.

Irrigation projects in Andhra Pradesh

56. SHRIMATI VANGA GEETHA: Will the Minister of WATER RESOURCES be pleased to state:

(a) whether Government propose to asist Andhra Pradesh Government for 11 ongoing irrigation projects under Accelerated Irrigation Benefit Programme; and